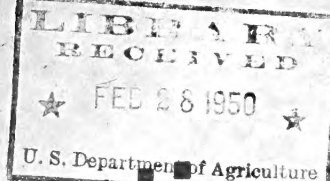


## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.





# Virginia Lee Gardens Advertiser

This List Cancels All Previous Quotations

(1950 Edition)

Published At Greensboro, Maryland

## "A Letter From The Boss"

Dear Flower Lover:

This Price List is our latest, it is being mailed out to all our old customers whose names we have on our mailing list. If you would like us to mail one to a friend, write their name and address on a post card and we'll be glad to mail them one.

As you can see this is no elaborate catalog, we gave up that idea long ago. Fancy pictures, color work, high gloss paper etc. costs plenty of money and some one has to pay for it, usually the customer. We don't like to charge our customers any more than is absolutely necessary.

Times have changed, used to be you could sell anything at any price, not now, good old competition is back with us again. We folks at VIRGINIA LEE GARDENS are doing everything possible to meet that competition. We have cut down our overhead wherever possible, no fancy catalog is an illustration.

During recent months we have made two price reductions on most items, as you read through this pamphlet you will find that all our prices have been revised downward without sacrificing our usual high quality plants or careful, painstaking packing methods.

We pledge ourselves to pass on all savings to our customers and to maintain the same high standard merchandise. We wish to take this opportunity to thank you one and all for your past patronage and trust that we may be of service to you in the near future.

Yours for finer African Violets,

Sustaining Member;  
African Violet Society  
of America, Inc.

Alex. H. Frentzen.  
VIRGINIA LEE GARDENS  
GREENSBORO, MARYLAND

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## "FREE OFFERS" (Effective Nov. 1, 1949)

With every order amounting to \$10.00 or more for plants only we give you FREE the booklet CARE & CULTURE OF AFRICAN VIOLETS, by Lloyd Putnam Lindsey.

With every order amounting to \$35.00 or more we give you FREE any book of your own selection listed in our BOOK DEPARTMENT.

NOTE—Do not include Wik-Fed Pots, Soil, Books, Cuttings etc. This applies to Plant orders only.

## "Letters To The Editor"

(These were unsolicited from satisfied customers)

Jan. 12, 1949—I wanted to let you know my last shipment of plants and leaves arrived in perfect condition, though the temperature was at 16 degrees F. when they came. Thank you very much. R. W. U., Oklahoma City, Okla.

Feb. 19, 1949—One cannot describe this perfect way of packing such delicate plants, in one word. I think they would stand most any freeze and come through in perfect condition. They were still moist and having them in pots makes it much easier for us to re-pot them in larger pots. Mrs. L. G. A., Clearbrook, Va.

Mar. 22, 1949—Received the African Violets on March 19th. In fine condition. I am very pleased with the beautiful, healthy plants. Sincerely yours, Mrs. R. K., Danbury, Conn.

April 22, 1949—My order of Violets arrived on April 15th, and I must congratulate you upon the ingenious method of packing. After the long trip across the continent, they were as fresh and perky as when they were packed. Thank you for your promptness. Very truly, Mrs. E. M., Oakland, Calif.

May 6, 1949—I want to congratulate you on the method used in shipping your plants. My order of African Violets arrived in perfect condition, the plants were as nice as any I could have purchased from a shop in my own town. I am enclosing a check for \$3.00 for the Afri-Gro to transplant them in larger pots, I have transplanted some and they are in fine shape, the soil seems to be better than any I have used heretofore. Yours respectfully, Mrs. B. B. L., Dallas, Pa.

June 6, 1949—My plants arrived Saturday in excellent condition in spite of the customs. They were so attractive in their Gift wrappings. Thank you for your prompt attention. Sincerely, F. P., Toronto 12, Ont., Canada.

July 18, 1949—I am in receipt of the six Violet Plants. These are the most beautiful lot of plants I have ever seen. I have bought quite a large number of plants via mail, but have never seen such perfect packing of plants known to be so fragile, your method is faultless indeed! Yours very truly, Mrs. B. G., Harrisonburg, Va.

Aug. 20, 1949—I received the plants in very good condition, just like you handed them to me. The plants were packed very good and would have stood it several days longer. Mrs. A. W., Gleason, Wis.

Sept. 29, 1949—I have received the Violet which you forwarded to replace the one which arrived in poor condition. I thank you for your courtesy and promptness in making it right. Mrs. E. J. M., Brooklyn, N. Y.



## African Violet Plants

### (BLUE SELECTIONS)

Blue Butterfly—Light Blue	\$1.50
Blue Velvet—Deep Velvet Blue	1.50
Blue Bird—Improved Med-Blue	.85
Blue Boy—Purple-Blue	.85
Blue Amazon—Large Blooms	1.25
Blue Eyes—Pale Sky-Blue	1.25
Blue Girl—Pat'd. Scalloped	1.00
Blue Girl Supreme—Pat'd. Large	1.50
Blue Leatherneck—New Strain	1.25
Du Pont Blue—Massive Blooms	1.25
Ioantha—Light Blue	1.00
Kewensis—Original Species	1.25
Marie Antoinette—New Soft Blue	2.50
Marine—Med. Blue, Large	1.50
Midnight—Large Lav-Blue	1.50
Mrs. Boles—Quilted, Light-Blue	1.50
Myrtle—Periwinkle-Blue	1.25
Neptune—Large Deep Blue	1.00
Norseman—Round Petal Blue	1.00
Old Lace—Dainty Med-Blue	2.00
Patricia—New Lav-Blue	2.00
Ruffles—Med. Blue-Lav	1.25
Sailor Boy—Old Favorite	1.00
Sapphire—Light Violet-Blue	1.25
Sky Blue—(Tinted Lady)	1.50
Thirty-Two "32"—Medium Blue	1.50
Topaz—Medium Blue	1.50
Viking—(Royal Sunset)	1.00
Von Dietrich—Quilted Leaf, Blue	1.50
Mildred's Choice—New Azure-Blue	2.00
Blue Fantasy—New Sky-Blue	2.00

## White Selections

White Lady—Pat'd. Pure White	\$1.00
White Supreme—Pat'd. Large blooms	1.50
White Water Lily—New White Beauty	1.50
White Amazon—Large Round Blooms	1.50
White Pixie—New Heavy Flowering	1.50
Snow Queen—Round Petals	1.50

## Pink Selections

Amazon Pink—Large Flowering	\$1.25
Blushing Maiden—(Blush Beauty)	1.00
Blushing Maiden Supreme—Large Blooms	1.50
Dainty Maid—New Dainty Coloring	1.50
Pink Beauty—Pat'd. Medium Pink	1.00
Pink Beauty Supreme—Pat'd. Large	2.00
Pink Leatherneck—New Strain	1.50

## Lavendar Selections

Amethyst—Pretty Lav-Blue	\$1.00
Commodore—Lavendar-Pink	1.25
Du Pont Lav-Pink—Large Blooms	1.00
Lavendar Lady—Pretty Med-Lav	1.00
Jessie—(West Coast Amethyst)	1.25

## Purple Selections

Admiral—Deep Rich Violet	\$1.25
Dicksons Purple—Deep Purple	1.50
Mentor Boy—(Purple Mist)	1.25
Pansy—New Pansy-Purple	1.25
Purple Prince—Vivid Purple	1.25
Royal Rose—New Rosy Purple	1.50

## Orchid & Near Red Selections

Red Bi—Color—Two Tone Blooms	\$1.25
Frieda—(Red Ionantha)	1.50
Orchid Beauty—(Trilby, Mary Wac, Plum)	1.25
Orchid Girl—(Red Head Girl)	1.50
Redland—(Red Amethyst)	1.50
Red Head—Near Red, Round Petal	1.50

## Double Selections

Double Orchid—New Orchid Shade	\$2.00
Duchess—(Dble. Russian, Dble. Blue Boy)	1.50
Double Margaret—Pat'd., Royal Purple	2.00
Fischer's Dark Lavendar—Pat'd.	2.50
Fischer's Tu-Tone Light Lav.	2.50
Fischer's Light Blue	2.00

## Our Latest Selections

First Time Offered By Us.

LADY GENEVA—Pat'd. Very Unusual, Brand New. Blue Flowers With White Edge	\$2.50
HYBRID SEEDLINGS—Beautiful Selection Colors Blues, Lavendars, Maroons	1.50

## My Lady Series

We are proud to present the My Lady Varieties, they all have scalloped leaves typical of the Girl varieties, in many new colors. They are truly classed with the Aristocrats of Violets.

My Lady Sue—Red-Lav. Blooms	\$1.25
My Lady Marion—Pale Blue Blooms	1.25
My Lady Carol—Lavendar Tint Blue	1.75
My Lady Elisabeth—Compact, Med-Blue	1.75
My Lady Frances—Dark Blue, Red Tint	2.50
My Lady Joan—Grey Blue, Rosy Leaves	2.00

## Extra Heavy Plants

We can supply larger, more matured plants in 3" pots of most varieties as follows:

.85 & \$1.00 Varieties	\$1.50
\$1.25 & \$1.50 Varieties	2.00
\$2.00 & 2.50 Varieties	3.00

Please mention second choice, as we may be temporarily out of a certain variety.

**Virginia Lee Gardens**  
**GREENSBORO, MD.**

(Please print name and address)

ALL ORDERS \$5.00 or over sent POSTPAID, UNDER \$5.00 add .50¢

Ship to..... Date.....

Street or R.F.D. ....

Town and State..... Check ☐ M. O. ☐ Enclosed \$.....

*If you prefer Special Delivery add .35 to total order*

[illegible]

Maryland customers add 2% for Maryland sales tax

**GUARANTEE**—We guarantee all plants to be free of disease, healthy stock, true to name and to reach you in a livable condition. All claims must be made upon receipt of order, no later than 5 days.

Please send catalog to:

.....

THE ORDER OF THE



*Introducing Our New Feature***Rooted Cuttings-African Violets**

Here is the Latest, Most Economical way to buy African Violets. These are well rooted cuttings, all have been in the propagating bench at least 3 - 4 months before shipping. Build up your collection this inexpensive way or grow into large plants for resale at a nice PROFIT to you.

Your choice of any of the following varieties. 10 for \$5.00, this includes Postage, Insurance & Special Delivery. (NO ORDERS ACCEPTED FOR LESS THAN 10 CUTTINGS)

All properly labeled and Growing Instructions. Ready to pot into 2 or 2½ inch pots, water and watch them grow.

ADMIRAL	Rich Violet
AMETHYST	Blue-Lav.
BI-COLOR	Two-Tone
BLUE BUTTERFLY	Light-Blue
BLUE VELVET	Velvet-Blue
BLUE BIRD	Med-Blue
BLUE BOY	Purple-Blue
BLUE BOY SUP.	Large Blue
BLUE GIRL	Scalloped
BLUE LEATHERNECK	New Blue
BLUSH MAIDEN	Blush Pink
BLUSH MAIDEN SUP.	Large Pink
COMMODORE	Light Lav.
DAINTY MAID	New Pink
DUCHESS	Dble Blue
DUPONT BLUE	Large Bloom
FRIEDA	Violet Red
IONANTHA	Light Blue
JESSIE	(W. C. Amethyst)
KEWENSIS	Med. Blue
LAVENDAR LADY	Orchid
MARINE	Light Blue
MENTOR BOY	Deep Purple
MIDNIGHT	Lav-Blue
MILDRED'S CHOICE	New Light Blue
MRS. BOLES	Light Blue
NEPTUNE	Deep Blue
NORSEMAN	Vig. Blue
ORCHID BEAUTY	Orchid
ORCHID GIRL	Girl Leaf
PANSY	Rosy Purple
PINK BEAUTY	Rich Pink
PINK LEATHERNECK	New Pink
PURPLE PRINCE	Dark Purple
REDLAND	Red-Maroon
RED HEAD	Plum-Red
ROYAL ROSE	Rose-Purple
RUFFLES	Lav. Quilt
SAILOR BOY	Med-Blue
SAPPHIRE	Light Blue
SKY BLUE	(Tinted Lady)
SNOW QUEEN	New White
THIRTY-TWO	Violet-Blue
TOPAZ	Med-Violet
VIKING	Dark Blue
VON DIETRICH	Med Blue
WHITE WATER LILY	New White
WHITE LADY	Pure White

NOTE—WHEN ORDERING PLEASE MENTION  
SECOND CHOICE. THIS ENABLES US TO FILL  
YOUR ORDER PROMPTLY

**Book Department**

15 Delightful, Easy to Follow Books, Showing The Way To  
New Enjoyment Of Plants, Flowers & Garden.  
(Prices include postage)

THE AFRICIAN VIOLET—by Helen Van Pelt Wilson	\$2.75
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COOK IT OUTDOORS—by James Beard	2.50
CARE & CULTURE OF AFRICAN VIOLETS—by Lloyd Putnam Lindsey	.50

NEW FOURTH EDITION 60¢ EA. POSTPAID

THE ABOVE BOOKS ARE ALL OF THE LATEST  
EDITIONS AND SHOULD BE WORTHY OF A  
PLACE IN YOUR LIBRARY.

**African Violet Leaves  
For Rooting**

For those who enjoy rooting their own leaves, we offer fresh cut, labeled leaves of most varieties. (EXCEPT PATENTED TYPES). Your Selection 25c per leaf. Minimum order 10 Leaves. No orders accepted for less than 10. Due to conditions beyond our control, we assume no responsibility for replacements of leaf orders.

ORDERS FOR LEAVES ARE SHIPPED POSTPAID.

**Read Carefully Before Ordering**

All orders amounting to \$5.00 or over are sent Postage Paid. Orders under \$5.00 add .50c to cover cost of Packing and Postage.

SPECIAL DELIVERY—If you prefer this extra service add .35c to your total order.

Orders for Wik-Fed Pots, Rooted Cuttings, Leaves and Books are sent Postpaid. All other items unless specified are subject to .50c charge on orders of less than \$5.00.

Canadian customers must secure import papers from Canada Dept. of Agriculture and forward same to us as directed.

Any claims for damaged shipments must be made upon receipt of goods, no less than 5 days, otherwise will not be entertained.

Always mention several second choices to enable us to expedite your order swiftly.

We have been in the plant growing business 22 years and should like to continue for 22 more, we value our reputation and shall do everything possible to safeguard our Goodwill by treating our customers fairly with good plants and good service.

Sustaining members AFRICAN VIOLET SOCIETY OF AMERICA, Inc.



## African Violet Growing Aids

**AFRI-GRO**—A specially prepared potting soil for African Violets, Gloxinias, Begonias etc. (Extra Protection-Soilene Treated-To Destroy Soil Borne Insects) 3-lbs. \$1.00. Special price on larger quantities.

**HY-GRO**—Liquid fertilizer is the easy modern way to feed your house plants. Just add to water as directed, feed and water with one application. per jar .65c

**VERMICULITE**—The new medium for seed starting and rooting leaves etc. Sold under various trade names. 4 Qt. Bag \$1.00

**SUPER-GRO**—Specially prepared soil for most house plants such as Gardenias, Philodendron etc. (Soilene Treated) 3 lbs. \$1.00.

**ELECTRIC PLANT STARTER**—Brand new unit for propagating and seed starting. Size 14 x 17 x 2 1/4", complete with heating unit, thermostat, glass wick waterer, vermiculite and liquid fertilizer. Starter carries a money back guarantee. Speed up your rooting. \$10.00 ea.

**WIK-FED POTS**—Self watering, highly recommended for African Violets. Beautiful new colors in new Styron, Ivory, Pink, Yellow, Green, Lavendar and Red, all with black base. 4" Size \$1.15 ea., 3 for \$3.25, 6 for \$6.00

(NEW LARGER SIZE—JUST INTRODUCED) 5" Size. Large enough for your specimen plants, same colors as above, all with black base \$1.50 ea. Wik-Fed Pots are shipped Postpaid.

**CARE & CULTURE OF AFRICAN VIOLETS**—By Lloyd Putnam Lindsey. Latest edition enlarged. Concise, practical & inexpensive handbook. Many illustrations. .50c ea. Postpaid.

**PEAT MOSS**—Ideal for lightening soil and many other uses. 1 lb. plastic bag .40c



**OPTOX**—For control of mealy bug and mites on African Violets we recommend Optox. Bot. .65c.

## Indoor House Plants

### *Plants That Are New and Different*

**ARTILLERY PLANT**—(Pealis) Very interesting, easy culture. 60c ea., 2 for \$1.00.

**CALADIUMS**—Very colorful painted effect, "elephant ears." 75c ea., 2 for \$1.25.

**CHINESE EVERGREENS**—(Chinese Water Plant) Thrives in soil or water. 60c ea., 2 for \$1.00.

**DIFFENBACHIA**—(Rudolph Rohrer's) New, very colorful, variegated. \$1.00 each.

**DRACAENA GODSEFFIANA**—Dark green foliage mottled with white markings. 60c each, 2 for \$1.00.

**GARDEN STATE IVY**—New variegated ivy of distinction. 60c each, 2 for \$1.00.

**GRAPE IVY**—(Vitis Rhombifolia) Reminds one of a grape vine. 60c ea., 2 for \$1.00.

**GRAPE LEAF BEGONIA**—New type, miniature leaves like grape leaf. 75c each, 2 for \$1.25.

**HEART LEAF IVY**—(Hedera Helix Cordata) Heart shaped leaves. 60c each, 2 for \$1.00.

**MOSAIC PLANT**—(Fittonia) Native of Peru, beautiful marking. 75c ea., 2 for \$1.25.

**NEPHTHYTIS**—(Liberica) Green arrow shaped leaves, soil or water. 60c each, 2 for \$1.00.

**PHILODENDRON**—(Cordatum) Popular, green vine, soil or water. 60c each, 2 for \$1.00.

**PHILODENDRON**—(Sodirii) Newest species, gray & green coloring. \$1.25 each.

**PICK-A-BACK**—(Tolmia Menziesi) Very popular, each leaf sprouts another atop it. 60c each, 2 for \$1.00.

**PIN OAK IVY**—Graceful, miniature leaves resembling oak leaf. 60c ea., 2 for \$1.00.

**POTHOS**—(Marble Queen) Newest type, green & white marbelized effect, does well in soil or water. \$1.00 each.

**POTHOS**—(Aurea) Original variety, green & gold markings. 60c each, 2 for \$1.00.

**PRAYER PLANT**—(Maranta Kerchveana) This plant folds its leaves at night as if in prayer, spotted foliage. \$1.00 each.

**SCENTED GERANIUMS**—Old favorites of the following types: Rose, Rober's Lemon Rose, Nutmeg, Filbert, Ginger, Peppermint, Snowflake, Gooseberry, Orange & Apple. Foliage gives off scent. 75c each.

**STAR BEGONIA**—(Dwarf) Leaves resemble a star or maple leaf. \$1.00 each.

**STRAWBERRY BEGONIAS**—(Saxafraga) Leaves striped with silver-white, blooms white, an old favorite. 50c each.

**VARIEGATED CRASSULA**—New version of the Chinese Jade Plant in color, marked with green & white. 75c each, 2 for \$1.25.

**VARIEGATED NEPHTHYTIS**—(Reutenschroer's) New, graceful leaves, green & white coloring. 75c each, 2 for \$1.25.

**VARIEGATED PEPEROMIA**—Sturdy & colorful, green & yellow leaves. 50c each.

**WATERMELON BEGONIA**—(Peromia Sandersi) Very attractive, leaves striped like a watermelon. 50c each.

**WANDERING JEW**—(Inch Plant) Both colors, white & green, green & purple, very satisfactory house vine. 50c each.